

**ABSTRACT**

[0102] The invention relates to a method of altering the characteristics of a material, by applying one of, but preferably both of the steps of cross-linking of either or both the exterior and internal surfaces of the substrate and/or plasma modification or plasma deposition of/onto the cross-linked material. When both steps are performed the substrate which can, for example, be an absorbent, hydrophobic polymer material has improved liquid retention and super absorbence characteristics.